

ABSTRACT OF THE DISCLOSURE

An example of combination of goods is to be provided in real-time in an article information providing system and in an article information-providing server. A user terminal 1 of e.g. a mobile phone transmits the user's profile and the information of goods owned by the user over a network 2. A service provider server 4 provides the example of combination of the goods, using said user's profile and information of goods owned by the user, received from the user terminal 10 1 over the network 2, to transmit the example of combination of goods to the user terminal 1. The service provider server 4 uses said information of goods, received from the user terminal 1 to execute market analyses, and transmits the result of the market analyses to an advertiser terminal 3.